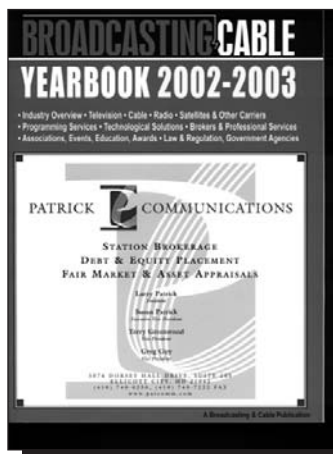


Broadcasting & Cable Yearbook

GEOGRAPHIC ANALYSIS

Gain access to the most influential names in the fast-paced radio, broadcast television and cable television industries, with the *Broadcasting & Cable Yearbook* directory list. *Broadcasting & Cable Yearbook* can help you gain the right audience for your marketing message.

- ◆ Access the following decision-makers at over 14,000 facilities with job functions such as:
 - ◆ General Managers
 - ◆ Programming Directors
 - ◆ Development Vice Presidents
 - ◆ Promotion Managers
 - ◆ Music Directors
 - ◆ Public Affairs
 - ◆ Engineering Chiefs
 - ◆ Sales Executives
- ◆ Choose from diverse selections:
 - ◆ Media Type: TV, Radio, Independent Cable, Multi System Cable Operations
 - ◆ Radio Station Formats
 - ◆ National Affiliate Status



Broadcasting & Cable Yearbook is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 73,623

Base Price: \$85/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Canadian Names	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
Media Type	\$15/M
National Affiliate	\$10/M
One Per Location	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$30/M
Type of Format	\$15/M

Multi-Channel Pricing

Mailing/Telemarketing: \$190/M

SEE ALSO:

Cablevision (Former Subscribers)

CED

CommVerge (Former Subscribers)

DecisionMaker® IT Marketplace Database

Multichannel News

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	660
NH	030-038	450
VT	050-059	417
MA	010-027	1,023
RI	028-029	198
CT	060-069	684
New England		4.7% 3,432
NY	100-149	2,854
NJ	070-089	680
PA	150-196	2,660
Middle Atlantic		8.4% 6,194
OH	430-458	2,187
IN	460-479	1,777
IL	600-629	2,430
MI	480-499	2,202
WI	530-549	1,775
East North Central		14.1% 10,371
MN	550-567	1,504
IA	500-528	1,266
MO	630-658	1,715
ND	580-588	537
SD	570-577	563
NE	680-693	732
KS	660-679	1,052
West North Central		10.0% 7,369
DE	197-199	149
MD	206-219	826
DC	200-205	114
VA	220-246	1,761
WV	247-268	810
NC	270-289	2,507
SC	290-299	1,243
GA	300-319	2,084
FL	320-349	3,249
South Atlantic		17.3% 12,743
KY	400-427	1,501
TN	370-385	2,205
AL	350-369	1,476
MS	386-397	1,254
East South Central		8.7% 6,436
AR	716-729	1,175
LA	700-714	1,293
OK	730-749	1,048
TX	750-799	4,512
West South Central		10.9% 8,028
MT	590-599	530
ID	832-838	514
WY	820-831	426
CO	800-816	1,290
NM	870-884	850
AZ	850-865	990
UT	840-847	534
NV	889-898	533
Mountain		7.7% 5,667
AK	995-999	571
WA	980-994	1,546
OR	970-979	1,298
CA	900-961	5,162
HI	967-968	458
Pacific		12.3% 9,035
United States	94.1%	69,275
U.S. Territories	1.0%	772
Canada	4.8%	3,553
Mexico	—	—
Other International	—	—
APO/FPO	—	—
Unknown	0.0%	23
Total	100.0%	73,623

Broadcasting & Cable Yearbook

<u>Job Function* ‡</u>		<u>Type of Format*</u>		<u>Media Type</u>	
Advertising Director	329	African American/Black	327	Radio	61,965
Advertising Manager	377	Alternative/Programming/Eclectic	1,390	TV	10,418
Advertising Vice President	114	AOR Album Oriented Rock	148	MSO	703
Assistant Music Director	315	BCH/Old/Classic/Gold	6,767	Independent Cable	528
CEO	1,628	Beautiful	373		
CFO	720	Big Band	307		
Chairman	635	Blues/R&B	262		
Chief of Operations	202	CHR Contemporary Hit	2,598		
Customer Service Director	528	Christian	2,727		
Development Director	602	Classical	2,360		
Development Manager	157	Contemporary	7,478		
Development Vice President	154	Country/C&W	9,246		
Engineering Chief	6,356	Educational	498		
Engineering Director	1,065	Ethnic/European/Foreign/Asian/Latin	743		
Engineering Manager	413	Ez/Easy/Soft/Light	151		
Engineering Vice President	350	Full Service	310		
Executive Vice President	523	General/Variety	1,747		
General Manager	12,039	Gospel	1,798		
Marketing Director	1,001	Hit/Pop/Top 40	195		
Marketing Manager	404	Inspirational	223		
Marketing Vice President	230	Jazz	1,107		
Music Director	2,859	MOR Middle of Road	1,082		
News Director	4,599	Nostalgia/Life	390		
Operations Director	1,267	Religious/Sacred/Secul	7,148		
Operations Manager	2,458	Rock	1,962		
Operations Vice President	415	Sports	2,157		
President	5,837	Talk	7,679		
Program Director	6,432	Urban	1,229		
Program Manager	945				
Program Vice President	391				
Promotions Director	2,302				
Promotions Manager	1,688	Less than 20	25,179		
Promotions Vice President	235	20-49	12,612		
Public Affairs Director	2,204	50-99	6,490		
Sales Director	1,645	100-249	4,265		
Sales General Manager	4,655	250-499	486		
Sales National Manager	1,374	500-999	122		
Sales Regional Manager	921	1,000 or More	126		
Sales Vice President	465				
Senior Vice President	256				
Station Manager	2,584				
Vice President	1,807				
Job function counts available by individual media type: Radio, TV, MSO Cable, and Independent Cable. Please inquire for up-to-the-minute counts.					

<u>National Affiliate ‡</u>		
Over 30 National Affiliate selections available by media. Please inquire for the latest counts.		

<u>Employee Size</u>		
	Less than 20	25,179
	20-49	12,612
	50-99	6,490
	100-249	4,265
	250-499	486
	500-999	122
	1,000 or More	126

<u>Sales Volume</u>		
	Less than \$1 Million	22,071
	\$1 Million-\$9 Million	10,108
	\$10 Million-\$49 Million	2,851
	\$50 Million-\$249 Million	408
	\$250 Million-\$1 Billion	52
	More than \$1 Billion	72

Source: Publisher's own data

* Multiple Response

‡ Call a DM2 Account Executive for the latest counts.